

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 RSC-01 USIA-15 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 PRS-01 /049 W

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R 151841Z JAN 75

FM AMEMBASSY BUENOS AIRES

TO USDOC WASHDC

SECSTATE WASHDC 9519

UNCLAS BUENOS AIRES 0305

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJ: COMMERCIAL PRESENCE FAIR PROGRAM

REF: STATE 279299

1. EMBASSY RECOMMENDS U.S. PARTICIPATION IN FIMAQH'76 UNDER COMMERCIAL PRESENCE FAIR PROGRAM (TYPE A). THIS INTERNATIONAL MACHINE-TOOL EXHIBITION WILL TAKE PLACE IN BUENOS AIRES, PALERMO FAIR GROUNDS, MAY 14-23, 1975.

2. RECOMMENDATION IS BASED ON: A) SIGNIFICANT COMMERCIAL POSSIBILITIES (REFER TO AMERICAN CONTROL MACHINE TOOL MARKET STUDY-JULY 1973, AND COMPREHENSIVE MARKET SURVEY ON METAL WORKING MACHINERY AND EQUIPMENT-APRIL 1974; B) NEED FOR U.S. MANUFACTURERS TO MAKE THEIR COMMERCIAL PRESENCE FELT IN THIS SECTOR OF WIDE INDUSTRIAL APPLICATION. OTHER IMPORTANT COMPETITORS HAVE ALREADY RESERVED SPACE (CZECHOSLOVAKIA 500 SQ. MTS.; POLAND 400 SQ. MTS.; EAST GERMANY 500 SQ. MTS.) WE EXPECT OTHER MAJOR COMPETITORS WILL ALSO EXHIBIT AT FIMAQH'76.

3. FIMAQH' 74 ATTRACTED PARTICIPANTS FROM 18 COUNTRIES WITH A TOTAL OF 84 EXHIBITORS SHOWING APPROXIMATELY 500 DIFFERENT MACHINES. U.S. WAS INADEQUATELY REPRESENTED AT THIS SHOW IN WHICH THE SPOTLIGHT WAS ON THE CZECHS. ONLY 2 U.S. COMPANIES DISPLAYED EQUIPMENT. THE

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CZECHS ARE IN DANGER OF SWAMPING THIS MARKET AS PART OF THEIR AGGRESSIVE COMMERCIAL DRIVE IN THE ARGENTINE MARKET

WHICH BEGAN LAST YEAR WITH A LARGE SOLO MACHINE TOOL EXHIBITION AND SEMINAR. THE CZECHS ARE PARTICULARLY COMPETITIVE IN PRICE AND FINANCIG. AT A RECENT ALL-CZECH EXPO AT WHICH MACHINE TOOLS WERE DISPLAYED AS A PART OF THE SHOW, THEY ARE REPORTED TO HAVE SOLD \$1.75 MILLION OFF THE FLOOR.

4. SEVERAL LOCAL REPRESENTATIVES OF U.S. MACHINE TOOL FIRMS SURVEYED BY TLELPHONE INDICATED THAT THET WILL PARTICIPATE. FIRMS CONTACTED WERE AMTEA CORPORATION; BROWN& SHARPE; SABIN ST. GERMAIN; AMERTOOL; AND CINCINNATTI.

5. AS WE WOULD WISH TO ATTRACT NTM FIRMS AS WELL AS THOSE LOCALLY REPRESENTED, WE WILL REQUIRE ASSISTANCE FROM USDOC IN ORDER TO FIRM UP NTM EXHIBITORS.

6. AIRGRAM FOLLOWS AS REQUESTED, WITH ADDITIONAL INFORMATION.
HILL

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